

## KTTV(TV) personality off for N. Vietnam

Louis Lomax, who conducts twice weekly late night talk show for KTTV(TV) Los Angeles, was set to fly to North Vietnam over weekend for interviews with country's leaders.

According to station announcement Friday (Dec. 23), Negro commentator plans to film his interviews and also provide live radio coverage of his trip for all Metromedia-owned radio-TV stations and possibly syndication.

Mr. Lomax met with State Department officials in Washington and reported afterwards agency had no objection to visit. He added he had been promised by North Vietnamese he could meet and talk with American war prisoners and Viet chief of state Ho Chi Minh.

## WGN-TV upsets Chicago news hour with no news

Format fidgeting has been name of game for 10 p.m. news among Chicago's TV stations during past year as major outlets jockey with multiple personalities and other embellishments to capture audience share. But starting Jan. 9 WGN-TV is giving viewers choice: no news. Instead it is slotting *The Name Game*, quarter-hour color telephone quiz and entertainment package of Walter Schwimmer Co., pushing *Park-Ruddle News* to 10:15 p.m. and movies to 10:30 p.m. Experiment is bound to attract wide attention as viewers have option other than traditional news saturation.

## Taft taking over H-B

Taft Broadcasting's acquisition of Hanna-Barbera Productions formally takes place in Cincinnati on Wednesday (Dec. 28). Deal calls for partners Joe Barbera and William Hanna to turn over their 78% of animation film company in return for some \$12 million in cash and 60,000 Taft shares of common stock. Initial cash payment will be \$2 million. Stock will be divided among Hanna-Barbera relatives. It's believed that producer George Sidney, who owns remaining 22% of production company, will be paid off exclusively in cash. H-B will expand its operations as subsidiary of broadcasting company (see page 42).

## Domination of sports by TV nets attacked by MBS

MBS is determined to prevent "domination" of sports broadcasting by TV networks and if voluntary agreement by all parties fail, Mutual will seek "appropriate action" through FCC and Justice Department.

Matthew J. Culligan, Mutual president, reported Friday (Dec. 23) that he has written heads of three TV networks and to Commissioner Pete Rozelle of National and American Football leagues, asking that bids for rights to games be made separately for radio and for TV. Mr. Culligan claimed that MBS was not given opportunity to bid for radio rights of Super Bowl (see page 32) though it had made written request that TV and radio rights be offered separately (CBS and NBC were granted both TV and radio rights to Super Bowl at a cost to each of \$1 million).

Mr. Culligan stressed he would seek voluntary agreements before taking legal action, but made it clear that he would "jump in and fight, if necessary." He said there is "public interest" involved in that Mutual, for example, serves more than 100 cities that are not covered by other networks.

## Short term renewal

Commission wrath descended on WEEP-AM-FM Pittsburgh last week as FCC granted stations one-year license renewals, expiring Jan. 1, 1968.

FCC found stations guilty of violating operator, technical and logging requirements, airing 30 advertisements without identifying sponsors, and failing to protect facilities against improper use

### Better than cookies

More than 2,700 wives and children of servicemen aboard aircraft carrier U.S.S. Franklin D. Roosevelt and with 306th Bomb Wing had indirect opportunity to wish their husbands and fathers a merry Christmas. Families were recorded by WFTV(TV) and WFGA-TV, both Orlando, Fla., and shows were flown to carrier, off Vietnam, and bomb wing, stationed in western Pacific.

because one WEEP disk jockey was permitted "to participate in decisions to place his own record on the station's play list."

## FCC approves transfers of KAIL-TV and WCAN-TV

FCC approval of sales of two UHF stations, one in Fresno, Calif., other in Milwaukee, were announced Friday (Dec. 23).

KAIL-TV (ch. 53) Fresno was sold to Tel-America Corp. for \$236,500. WCAN-TV (ch. 24) Milwaukee, dark since 1955, was sold to Field Communications Corp. for \$35,000.

Commission also denied petition to designate KAIL-TV sale for hearing filed by Anti-Defamation League of B'nai B'rith. ADL had previously charged Tel-America's KTYM Inglewood, Calif., aired "blatantly anti-semitic" broadcasts, which made proposed licensee, according to ADL, unfit to be licensee.

Field also announced that its other UHF, WFLD(TV) (ch. 32) Chicago, will open New York sales office at 485 Lexington Ave., effective Jan. 3 (phone 682-9100). Manager will be Frank Daly, formerly with Television Bureau of Advertising and CBS-TV.

Sterling (Red) Quinlan, Field president, plans to use new Milwaukee outlet as part of interconnecting network with WFLD(TV) to broadcast Chicago White Sox baseball during 1968 season.

## Auto sponsor is nervous about drinking sequence

American Motors Corp., Detroit, is getting edgy over drinking sequence in *Your Show of Shows* special scheduled by CBS-TV April 5 (8:30-9:30 p.m. NYT). Bernard Kanner, senior vice president in charge of media management, Benton & Bowles, New York, agency for auto firm, said Friday (Dec. 23) that he thought issue was being "blown up out of proportion" and that he believed it could be resolved. He said advertiser and agency concern was based on script but that if played so that scene comes off as broad farce or "ludicrous" as often had been case in original series there wouldn't be any problem. Tape or show, he said, should be available this week for screening.

Problem appeared to be American Motors reticence to be associated with